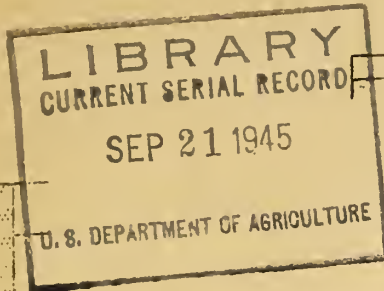


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FOR FOOD DISTRIBUTION ADVISORY COMMITTEE

NORTHEAST REGION

December 1, 1944

Vol. 1 No. 4

TRADE COOPERATION IN MARKETING OF MEDIUM COST EGGS URGED BY WFA

With supplies of medium-cost (Grade B) eggs currently very large relative to demand, the War Food Administration is urging housewives, managers of public eating places, and institutional users to use middle-grade eggs wherever possible.

Grades A and AA are more satisfactory for boiling, poaching, and frying, but Grade B and even Grade C eggs, when properly graded and stored, are just as satisfactory for many other purposes--and always cheaper.

Pound for pound, middle-grade eggs are as nutritious as those of the top-grade, and when used in making pancakes, souffles, waffles, croquettes and other mixtures, including puddings, cakes, and cookies, they are as taste-satisfying as higher-grade eggs.

Grocers are urged to feature medium-cost eggs and suggest how they can best be used through advertisements, store displays, and posters.

STEPPED UP DEMAND AN IMPORTANT FACTOR IN CIGARETTE SHORTAGE

Greatly increased civilian demand for cigarettes is partially responsible for the current cigarette shortage.

The 1943 consumption of 265 billion cigarettes is said to be the largest in the history of the industry.

Civilians were smoking 8.7 pounds in 1943 compared with 6.6 pounds in the pre-war year, 1939. Individuals are estimated to be smoking 60 times as many cigarettes as in 1900.

Price administrator, Chester Bowles, has announced that in spite of the shortage, rationing of cigarettes, is not contemplated.

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CHRISTMAS TREES

Christmas trees on the markets in December should be enough to supply demands according to the Forest Service of the Department of Agriculture. Labor shortage is not expected to hamper the harvesting of trees this year. Railroads will again ship trees only by rough freight or plain box cars.

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OFFICE OF DISTRIBUTION DIRECTOR
DISCUSSES SURPLUS FOOD SALES
AT GMA MEETING NOVEMBER 20

Discussing the sale of surplus foods before the Grocery Manufacturers of America in New York, Lee Marshall, Director of Distribution, emphasized that the Government is not going to dump stocks so as to break markets and is not going to "enter the sidewalk grocery business".

Mr. Marshall said that the Government is not going to sell cheap way below the market. "The price policy," Mr. Marshall said, "is to get the same money for the same products that they would bring in non-governmental selling.

In response to charges that chain stores have been receiving a majority of the surplus foods, Mr. Marshall pointed out that nearly all of our sales have been made to processors. Using canned vegetables as an example he said that 92 percent has gone to processors, 5 percent to wholesalers and 3 percent to chains.

Mr. Marshall also was a guest of the Boston Food Advisory Committee and delivered two addresses in that city on November 14.

Speaking before the New England Wholesale Food Distributors Association he stated that during the past six months the Government has sold in the neighborhood of 23 million dollars worth of foods.

"In itself, this is no small sum," Mr. Marshall said, "but compared with our daily purchases of 5 to 8 million dollars and our working inventory, which has now been reduced to \$500,000,000, our sales have been small.

Mr. Marshall expressed confidence that Government food reserves can be marketed in an equitable manner.

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Marketing Reports Division, Office of Distribution, War Food Admin.
150 Broadway, New York 7, N.Y.

CIVILIAN FOOD SUPPLY
TO CONTINUE AT PRESENT LEVEL
DURING COMING YEAR

The total civilian supply of food in 1945 is expected to continue about the same as in 1944, when per capita civilian consumption has been at least 7 percent above the pre-war average, 1935-39.

Supplies of some fruit, turkeys, and beef may be larger next year, but supplies of pork, potatoes, butter, and, perhaps chicken and some fresh vegetables may be smaller.

Civilian food supplies will not be generally changed by the end of the European war since non-civilian requirements will continue to take a substantial proportion of the total food supplies throughout 1945.

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PLENTIFUL FOODS

Fresh fruits and vegetables expected to be plentiful in the Northeast during the month of December are: apples (especially low r grades), onions, beets, carrots, small sized white potatoes, sweet potatoes, turnips, winter squash, spinach, cabbage (during first part of the month).

Frozen vegetables most readily available will be baked beans, squash, pumpkin, spinach, brussel sprouts, and cauliflower. Civilian stocks of frozen lima beans, peas, corn, string beans, and spinach are limited because of large Army purchase of these items.

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FOOD COMMITTEE MEETING

The Regional Advisory Committee on Surplus Food Disposal plans to meet in the middle of December in New York City. Suggestions of other food advisory committees for the disposal of Government owned stocks will be welcomed. Chairman of the Regional Committee is Regional Director, F.D. Cronin.

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